

Pure Planet and bp launch new digital carbon-information services for householders and motorists

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- The service is available to all Pure Planet Members from today
- Members can accurately see the financial cost of their energy use, in the home and on the road
- For the first time, Members will be able to link their home energy cost and their electric car to give real-time cost per mile data

07 July 2021. Bath, UK: Today 100% renewable energy supplier Pure Planet and bp are launching a new digital service that allows households and drivers of petrol, diesel and electric cars to accurately see the financial cost and the emissions of their personal energy use.

The new service is free to all Pure Planet Members on their app from today and gives users unrivalled insights into their energy consumption, ways to reduce energy use and save money.

For the first time, Members will be able to link their home energy tariff and their electric vehicle (EV), giving real-time cost per mile data, cost per charge and CO2 emission savings compared with a petrol or diesel car. Non-EV drivers will be able to see potential savings from switching to an electric vehicle.

The service comes as new research from Pure Planet shows a strong desire from UK households to help the UK reach the Government's Net Zero target.

The Pure Planet People and Power report found three quarters of UK adults (75%) want to reduce their environmental impact but nearly a quarter (24%) don't know how. This new digital app-based service is intended to help change that.

From today, Members can access features powered by bp that enable them to:

- Understand and access personalised insights into energy consumption, cost and carbon emissions associated with their home and related to mobility in one place
- Discover life with an EV by comparing the fuel costs and CO2 emissions of their current vehicle with a suitable EV
- Connect their EV to their Pure Planet's app and understand their total cost of charging, home and away, along with remaining battery charge and miles remaining.

Members will also benefit from personalised suggestions to reduce their personal carbon footprint, such as using EV, solar, batteries and smart heating, as well as carbon offsetting services, to help them reduce their costs and reduce or offset CO2 emissions from their energy use. A video showing the new features in action can be found [here](#).

A series of new features are planned over the coming months, exclusively enabling Pure Planet Members to better understand where their energy comes from and how it is used across their home. Forthcoming features will enable Members to:

- Optimise their home energy consumption and use energy management solutions to maximise savings
- Model how smart energy solutions can reduce their costs and CO2 emissions associated with their energy use, helping them to play their part in the UK's energy transition and Net Zero by 2050 target.

Andrew Ralston, Pure Planet co-founder and CEO, said: "As a leading renewable energy supplier, we're excited to be launching a suite of ground-breaking services to enable carbon-lowering for our Members today. This new tech, which we've built in partnership with bp, will help people cut their energy bills at home and on the move, reduce the CO2 emissions from their energy use and ultimately help to get to net zero.

"Pure Planet has already saved its members more than one and a half million tonnes of CO2 since its launch. This new service will supercharge the speed at which we reach our next million by helping people manage their energy better by giving them all the information they need to reduce their emissions."

Felipe Arbelaez, bp's senior vice president for Zero Carbon Energy, said: "Equipping home energy users and drivers with the understanding and tools to act on their energy costs and emissions will help us all support the UK's transition to net zero. This new digital service can help members better understand their energy world in a personalised way and take their own first steps towards energy solutions that can help improve their lives and reduce their environmental profile."

Notes for editors

*Stats taken from the Pure Planet People and Power Report, published [here](#).

Videos demonstrating the benefits of the app for EV drivers, non-EV drivers and households can be found [here](#).

About bp

bp's purpose is to reimagine energy for people and our planet. It has set out an ambition to be a net zero company by 2050, or sooner, and help the world get to net zero, and recently announced its strategy for delivering on that ambition.

About Pure planet

Pure Planet is a sustainable, digital renewable energy supplier, harnessing the power of its Members to help change the world for good. Pure Planet has led the way in making 100% renewable energy affordable and compelling to the British mass-market including becoming

- Britain's first energy supplier to offer both 100% renewable electricity and 100% carbon offset gas as standard.
- Britain's first energy supplier to offer clean, renewable power and fully carbon offset gas at game-changing, value-for-money prices on all tariffs.
- Britain's first energy supplier to provide 24/7 digital service as standard through WattBot, a personalised app and online chat with its team based in Bath, plus its large online community.

Pure Planet was founded by Andrew Ralston, Chris Alliott and Steven Day – who have helped pioneer better service and technology innovation since 1999 when Andrew and Steven helped launch Virgin Mobile in the UK, before going on to run Orange, T-Mobile and EE.

bp, which has a minority shareholding in the company, is one of the world's leading energy companies and supports Pure Planet's vision to offer consumers access to clean, safe and secure renewable power.

Pure Planet is a *Which?* Recommended Energy Provider 2020 and 2021, a Future Fifty Tech Nation company, Britain's Number One Utility Company to Work For, a member of the Energy Switch Guarantee scheme, a Living Wage, Disability Confident, and Best Companies Three Star World Class employer, and a signatory to the UN's Global Compact.

Further information

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